

## CLAIMS

1. A method for including a watermark in a digital image, comprising:
  - obtaining digital data of a transformed representation of the image;
  - determining a transformed representation of the watermark for optimized visibility of the watermark in the image; and
  - superposing the transformed representation of the watermark on the transformed representation of the image.
2. The method in accordance with claim 1, wherein the transformed representation of the image is a compressed representation.
3. The method in accordance with claim 1, wherein the transformed representation of the image is a discrete cosine transformed representation.
4. The method in accordance with claim 1, wherein the image is one of a sequence of video images.
5. The method in accordance with claim 3, wherein the transformed representation includes motion compensation.